







THEVIBRATIONLAB, SCHOOL OF MECHANICAL ENGINEERING UNIVERSITI SAINS MALAYSIA

## **WORKSHOP "R3P: RESEARCH** FOR PRODUCT, PUBLICATION AND PATENT": A PARADIGM SHIFT'

## 4 SEPTEMBER 2024 OLIVE TREE HOTEL, PENANG

Research, in general, is a process of discovering new knowledge captured in the form of publications such as journal and conference papers, aimed at advancing knowledge and pushing boundaries. Yet, while such publications are vital, their economic impact can be limited. There is a growing demand for research to deliver tangible impact on the economy and society. Monetizing knowledge has become crucial, though it's often overlooked compared to traditional metrics like journal rankings and citations.

A new research paradigm is emerging to meet the demands of all stakeholders – academia, industry, and society. It is no longer a matter of choosing between scientific discovery or development work alone; it is about expanding the scope of research to achieve outcomes that benefit both society and industry. This new approach, termed R3P – Research for Product, Publication, and Patent, requires increased time and effort from researchers to conduct the research. Therefore, planning differs from traditional publication-focused research.

This workshop is essential for researchers as it introduces R3P, a new approach blending scientific discovery with product development. It emphasizes the need to align research with market demands and encourages industry partnerships to ensure research outcomes extend



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Potong lapan jam 'Adaptor ini mampu mengurang

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beyond publications, maximizing their real-world impact.

For more information, log on to: https://thevibrationlab.eng.usm.my/